

Old times ahead : the dawn of the ageing consumer

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OLD TIMES AHEAD
The Dawn of the Ageing Consumer

Jessica Hohenschon

Maastricht, 8 maart 2013

1. Depending on their values, attitudes, and experiences older people can be very different. Therefore, it is highly unlikely that one mature marketing strategy will be effective for all 50plus consumers across Europe (chapter 4).
2. The meta-typology summarizes and thus reduces information contained in older consumer classifications. Yet, it also enriches current knowledge about each segment, since it allows for combining the descriptions of several prior consumer profiles (chapter 3).
3. Although older people are often depicted as frail and dependent, older Dutch people want to be in control and do not want to rely on others (chapter 5).
4. A sceptical reaction to an advertising claim renders the advertisement itself superfluous, since it does not manage to reach (and possibly convince) the consumer (chapter 6).
5. Consumer behaviour research findings would be substantially more credible if student samples were not so often the first and only choice.
6. New and insightful ways to segment mature markets often uncover opportunities for uncontested market entry and rapid growth. Yet, in practice, they often fail because they are lacking good implementation.
7. According to the Problem Based Learning Curriculum of Maastricht University (2003), the aim of higher education should be to transform today's student into tomorrow's professional – being enterprising, communicative, and reflective. The current way to evaluate both students and tutors does not indicate whether this goal has been accomplished or not.
8. A university like the UM cannot be truly international when it does not give higher priority to social activities than it does at present, because tutorial meetings only help to confirm Dutch, German, and other stereotypes. Volleyball practices turn them into friendships.
9. Although work schedules and leisure activities are organized ever more efficient, still the only way to have time is to take time.
10. Don't worry. Age is an issue of mind over matter, if you don't mind it does not matter (Mark Twain).
11. Da simmer dabei, dat is prima!